

Model Answer Key Class SYBA Subject – Public Relations P APER II SEM –III SUBJECT CODE 79421 DATE 25- 3 19

Q 1 A process of sharing thoughts, ideas, emotions and information

II different language, different contextual meaning of the same words

iii preparation for dealing with probable crisis in the business field

iv good communication skill, ability of analytical thinking

v passive, partial

B I interpersonal II physical barrier III attentively IV immediate response V distribution of gifts

C I- objective of communication II tool of external PR III – meeting of employees IV – nonverbal communication V crisis management

D I- true II- false III - True IV- False V – True

Q 2 A building public awareness about business organization and its services - to use various measures for creating a good public image of the organization - to attract better employees and staff for the company-to maintain good relationship with various publics of the organization such as customers, shareholders, dealers, financial institutions etc - to develop internal PR with the activities like advice and counseling, publication of in-house journals etc.

B PR acts as a link between business organization and its publics - maintain relationship with the stakeholders like dealers, shareholders, and consumers etc, build and promote image of the product and services through the tools like media relations, exhibition, sponsorship, survey etc.

C PR acts as a link between government and the people - government policies, programme are reached to people through PR activities; government also obtains feedback through PR activities like survey and opinion polls.

Q 3 A Q 3 A Public Relations is the attempt by information, persuasion and adjustment to engineer public support for an activity, cause, movement or institution based on the principles like supportive to marketing, truth, honesty, integrity etc

B Internal PR-Planned and continuous efforts to maintain cordial relationship between employees, officers and executives of the company by undertaking measures like social get-together, advice, in house journals, public address system.

C -Importance of Public Relations with non-government organization – positive interaction, effective PR strategy, lobbying, communication of regulatory issues, knowledge of legislative development

NGOs –NGOs exist because government cannot do everything – communication of goals and objectives to maintain visibility, credibility, accountability and growth- fund raising is very important for NGOs in which PR plays very important role

Q 4 A- Principle of PR practioner should conduct and maintain proper and moral relationship with publics, to establish communication channels with public, should respect universal human rights. He or she shall undertake to show loyalty and integrity with his clients, employers and other stakeholders, shall refrain from unethical activities **MUST KEEP AWAY FROM** Misconceptions about PR Fine Appearance Annual Party, Free Gift, Propaganda

B-- PR acts as a link between business organization and its publics - maintain relationship with the stakeholders like dealers, shareholders, and consumers etc, build and promote image of the product and services through the tools like media relations, exhibition, sponsorship, survey etc.

C Misconceptions about PR Fine Appearance Annual Party, Free Gift, Propaganda

Q 5 Short notes I functions of PR – press relations, corporate communication,, lobbying, counseling ,special events

Iv Crisis Management - Positive attitude, Proper Planning, collective performance

V Importance of communication in crisis management - proper and timely communication- advice, consultancy, negotiations and suggestions.

Vi- planning before crisis occurs - Outline Plan in ready mode - to reduce the risk and damage- prepares the employees to face the crisis properly when it occurs.